



International Trade Administration Industry and Analysis National Travel and Tourism Office

FAST FACTS: UNITED STATES TRAVEL AND TOURISM INDUSTRY —2013—

Industry

- 2.8% of GDP
- 8.0 million jobs
 - 5.7 million direct; 2.3 million indirect
 - 1.3 million total jobs supported by international travelers
- \$1.51 trillion in travel & tourism total sales
 - \$900.1 billion direct; \$614.7 billion indirect

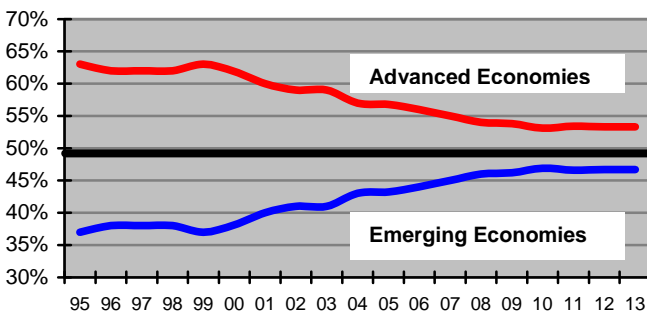
Trade

- \$180.7 billion international spending
- \$57.1 billion surplus
- Trade surplus every year since 1989
- Top surplus countries—Canada, Japan, Brazil
- Travel and tourism receipts: 27% of services exports

Market Share

- Dominant 11.9% share of world traveler spending—well ahead of Spain and France
- 6.4% share of world travelers—2nd only to France
- Advanced economies are losing market share of global arrivals to emerging economies, especially China, Hong Kong, Malaysia, and Thailand.

Share of Global Arrivals (1995-2013)



Source: United Nations World Tourism Organization (Jan. 2014)

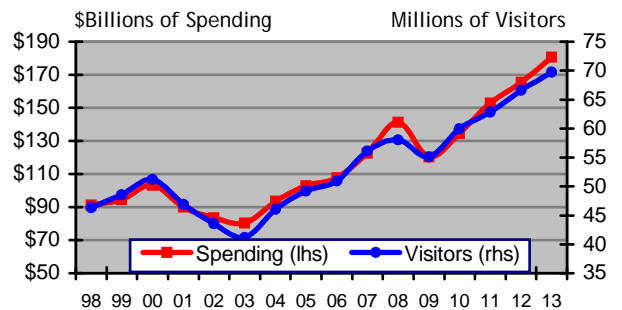
Spending to and within the U.S. (2013)

Total \$180.7 billion

2013 Total Travel Exports by Country

1 Canada	\$27.0 billion	6 China	\$9.8 billion
2 Japan	\$18.0 billion	7 Germany	\$7.5 billion
3 U.K.	\$13.7 billion	8 Australia	\$6.1 billion
4 Mexico	\$10.5 billion	9 France	\$5.9 billion
5 Brazil	\$10.5 billion	10 India	\$5.6 billion

U.S. Spending and Visitors (1998-2013)



Visitors to the U.S. (2013)

Total	69.8 million		
1 Canada	23.4 million	6 Germany	1.9 million
2 Mexico	14.3 million	7 China	1.8 million
3 U.K.	3.8 million	8 France	1.5 million
4 Japan	3.7 million	9 S. Korea	1.4 million
5 Brazil	2.1 million	10 Australia	1.2 million

Sources: U.S. Department of Commerce, International Trade Administration, Industry & Analysis, National Travel and Tourism Office; U.S. Department of Commerce, Bureau of Economic Analysis; Statistics Canada; Banco de Mexico; U.N. World Tourism Organization.

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